CONOSCI.
MIGLIORA.
DIVENTA.
WHAT IS PHYD?

PHYD is a D-iginal Place
PHYD will be a Phy-ysical Place

Phyd is about «feed».
(Phyd yourself, Phyd your career, Phyd your knowledge, Phyd your brain,
Phyd your success, Phyd your growth).

Phyd is ultimately a Phy-gital Project
WHY PHYD?
Skill shortage and Mismatch

Digital transformation of business
Going forward, fears about massive technological unemployment may be exaggerated. 

9% of jobs are at high risk of automation in G20 countries. 

However, many jobs are likely to experience significant change.

Source: Arntz, Gregory and Zierahn, 2016.
By 2035 younger generations predicted to halve
A rising paradigm shift

From being employed to being employable
The significant increase (+ 20%) of fixed-term jobs in the period 2007-2017 puts people in the face of the gradual transition from the problem of finding “a job for life” (employment), to the problem of finding and keeping a job, in a coherent professional path (employability).

The aim of PHYD is therefore to support people, by offering suggestions in their journey towards their academic and professional paths that they could follow, in order to increase their employability, relatively to each professional path they will choose to take during their lifetime. This professional paths that PHYD suggest, describes the labour market as it is, while the choices that each phyder will take, will represent the labour market as it could be. For this reason it has been tested an employability map.
Continuous Learning
Consciousness
Up-Skilling
Re-Skilling
EMPLOYABILITY
EMPLOYABILITY MODEL

Who I am

Employability

How is the market

Areas to be enhanced/improved
WHY ESCO

- **O*NET**: Data available: Competencies; Occupations; Personalities. Tools: Jar survey.
- **SOC 2010**: Data available: Occupations.
- **Clearing house Blocks**: Tools: Competency Model; Career Ladder; Lattice Tool.
- **Employability skills framework**: Tools: Employability Skills Framework; Assessment; selection criteria.
- **Skills for Jobs**: Data: Skills Shortages and Surplus; Qualification and field of study mismatch. Tools: JAR Survey.
- **ISCO-08**: Data available: Occupations.
- **CP2011**: Data available: Italian translation of occupations.
- **INAPP**
  - Data available: Occupations; Personalities.
  - Data available: Everything but not personalities occupations match.
  - Data available: Job titles. A constantly updated JAR survey.

Legend:
- **Source**
1. It is European, and it aims to give a “common language on occupation and skills” (see: https://ec.europa.eu/eso/portal/news).

2. It is not based on JRA (job requirement approach) methodology, but on real information coming directly from big data sources such as job posting websites.

3. It is constantly updated (other DBs based on JRA require about three years for the processing of data and their release). This can help PHYD to mitigate biases regarding the recommendation process.

4. 26 languages.

5. API (Application Programming Interface) technology.
First of all we have selected a target of professions that could interest our platform. Subsequently, following a careful analysis, the number of professions was reduced in order to eliminate some not related to our target and "coupling" others more distant from the target, for example using the less specific level. Finally, we have replaced the 10 ISCO’s sectors with 14 economic areas taking inspiration from ISTAT’s classification, in order to make the user's understanding immediate.
WHAT’S ABOUT SKILLS

Regarding the skills, the main problem was the too high number. Our aim was to obtain a maximum number of skills related to each profession of around 50 and most of professions did not respect this condition. As a first step, by a statistical analysis of the frequency, the skills with a very low occurrence were eliminated. Secondly, we have divided the skills into 22 groups, maintaining the ESCO classification. To these groups, a type has been assigned between *hard, soft, ICT and language* skills, inherited in turn from the individual skills.
Among all the skills, analyzing the different types, we have selected the so-called "soft skills", which are very important in the job market today. Through a careful analysis, we carried out a mapping between the skills called by ESCO "transversal" with the soft skills of the Adecco’s dictionary. Obviously, the correspondence was not necessarily univocal, but a Adecco’s soft skill could be linked to more ESCO’s soft skills and vice versa.
RESULTS

ESCO

Form a matrix composed
457.624 rows

PHYD

Form a matrix composed
457.624 rows
Thank you